CLAIMS:

What is claimed is:

1   1.   A network system comprising:

2   an analysis engine interacts with a user profile server and a content

3   management system, the analysis engine to perform at least one analysis in real-

4   time;

5   the user profile server to perform one of collection and management of

6   user data; and

7   the content management system to manage a plurality of content types for

8   a plurality of service points in real-time, wherein a service point supports a

9   specific content type.

1   2.   The network system of claim 1, wherein the content management system

2   is to provide a plurality of results having personalized content for a plurality of

3   service points.

1   3.   The network system of claim 1, wherein a first service point serves the

2   purpose of one of recommendation of an agent to an agent desktop, supporting a

3   request to route data, supporting a request for agent assignment, and an

4   outbound campaign service.

1   4.   The network system of claim 1, wherein the analysis engine is to collect

2   data from a plurality of customer contact points.

1   5.   The network system of claim 1, wherein the user profile server includes

2   one of static profile attributes and dynamically generated attributes.

1   6.   The network system of claim 5, wherein input from one of a first agent

2   and a second agent updates one of the static profile attributes and the

3   dynamically generated attributes.

1   7.   The network system of claim 1, wherein a first service point retrieves a

2   first content using results from a first analysis; and

3   a second service point retrieves a second content using the results from

4   the first analysis.

1   8.   The network system of claim 1, comprising:

2   a client request is associated with a first agent by a service point.

1   9.   The network system of claim 1, wherein the user profile server is coupled

2   to a data repository for service data and metadata.

1   10.   The network system of claim 1, wherein the user profile server, the

2   analysis engine, and the content management system operated on one of a local

3   and remote server.

1   11.   A method comprising:

2   accessing a customer profile and preferences;

3   sending the customer profile and the preferences to an analysis engine;

4   accessing recommended items in real-time;

5   retrieving content for at least one recommended item;

6   supporting a content type by a service point; and

7   managing a plurality of content types for a plurality of service points.

1   12.   The method of claim 11, further comprising:

2   collecting data from a plurality of customer contact points.

1   13.   The method of claim 11, wherein the customer profile is provided by a

2   user profile server coupled to an analysis engine.

1   14.   The method of claim 12, wherein the user profile server includes one of

2   static user profile attributes and dynamically generated attributes.

1   15.   The method of claim 14, further comprising:

2   updating one of the static profile attribute and the dynamically generated

3   attribute.

1   16.   The method of claim 11, comprising:

2   retrieving a first content by a first service point using results from a first

3   analysis; and

4   retrieving a second content by a second service point using the results

5   from the first analysis.

1   17.   The method of claim 12, wherein the user profile, the analysis engine, and

2   the content management system are operated on one of a local server and a

3   remote server.

1   18.   A machine readable storage media containing executable program

2   instructions which when executed cause a digital processing system to perform a

3   method comprising:

4   accessing a customer profile and preferences;

5   sending the customer profile and the preferences to an analysis engine;

6   accessing recommended items in real-time;

7   retrieving content for at least one recommended item,

8   supporting a content type by a service point; and

9   managing a plurality of content types for a plurality of service points.

1 19. The machine readable storage media of claim 18, wherein the method

2 further comprises:

3   managing a plurality of content types for a plurality of service points.

1 20. The machine readable storage media of claim 18, wherein the method

2 further comprises:

3   collecting data from a plurality of customer contact points.

1 21. The machine readable storage media of claim 19, wherein a user profile

2 server is coupled to an analysis engine and a content management system, the

3 content management system manages the plurality of content types.

1 22. The machine readable storage media of claim 21, wherein the user profile

2 server includes one of static user profile attributes and dynamically generated

3 attributes.

1 23. A machine readable storage media of claim 22, wherein the method

2 further comprises:

3   updating one of the static profile attribute and the dynamically generated

4 attribute.

1   24.   The machine readable storage media of claim 18, wherein the method

2   comprises:

3   retrieving a first content by a first service point using results from a first

4   analysis; and

5   retrieving a second content by a second service point using the results

6   from the first analysis.

1   25.   The machine readable storage media of claim 22, wherein the user profile

2   server, the analysis engine, and the content management system are operated on

3   one of a local server and remote server.